

## **Adopted Elements of the I-20 Business Area Plan**

### **Vision Statement**

In an effort to generate high paying jobs, create a significant tax base and enhance the economy of the city, the I-20 Business Park Corridor should promote a high quality, mixed use economic center that focuses on the city's non-retail target industry clusters including: logistics and distribution, semiconductors and electronics, transportation equipment, business and professional services, telecommunications, and software and multimedia development. The retail and tourism cluster is viewed as a critical component of the I-20 corridor mix and should be promoted at appropriate locations throughout the Corridor.

### **Business Park Policies for the I-20 Corridor**

- Master-planned, mixed-use development with a retail component may be supported in areas designated as "TI". The development must be of a unified character with non-retail target industries as the predominant land use. Ancillary retail uses must be integrated into the overall development scheme. These developments should be developed through "BP-PD" zoning.
- A medical industry presence should be promoted in the corridor particularly at Matlock and I-20 and along Matlock north of I-20, thereby creating a medical corridor from the Arlington Memorial Outpatient Services Center on I-20 past Columbia Medical Center to Vandergriff Park.
- In an effort to promote the business park character of this corridor east of Matlock Road, retail development should be discouraged from locating on the I-20 frontage, outside of major intersections shown on the plan as CAC.

- New automobile, truck or boat sales and service uses are not designated as target industries and should be limited to areas designated as Freeway Business “FB”. “FB” areas are between Collins and New York on the north and south side of I-20 and between Cooper and Matlock on the south side of I-20. Any new development of this type should be approved through a Specific Use Permit to ensure clustering and control location.
- Certain retail and commercial uses are deemed to be incompatible with the intent and purpose of the “BP” District. These uses are described in the Zoning Ordinance and include retail gasoline sales, motels and small restaurants. The number and location of these uses shall be restricted through the specific use permit process. Prior to the approval of such new uses, an applicant must demonstrate that the number, location and development timing of such uses correspond to and are not detrimental to the city’s overall goal of promoting an environment favorable to the location, retention and attraction of non-retail target industries to the I-20 Business Park.
- Appropriate transition of intensity between the I-20 Corridor and existing or proposed residential neighborhoods outside of or on the corridor fringe is provided through the design standards of the Business Park Overlay District and through the residential adjacency standards of the Zoning Ordinance. Business Park traffic routes should be designed so as not to negatively impact fringe neighborhoods.
- Any residential zoning, including the expansion of existing multi-family zoning, within the Corridor is not consistent with the intent and purpose of the Corridor and should not be permitted.

**Other Initiatives**

- Remove three isolated Business Park areas from the “BP” overlay zoning. These include approximately 120 acres north of Arbrook near SH 360, approximately 5 acres in the southeast corner of the Corridor, and approximately 25 acres of airport property near Nathan Lowe and Green Oaks Boulevard.
- Review the Zoning Ordinance to identify possible impediments to the development of the I-20 corridor in accordance with these new policies.
- The city will work with property owners to rezone property within the corridor to be in conformance with the I-20 Economic Center Area Plan at no cost to the property owner.
- The city will perform a business area plan for the area north of the Trinity River and east of Collins Street, once identified as a future Employment Center, to again be planned for this purpose.
- Consider a Thoroughfare Plan amendment to reflect an extension of Nathan Lowe to I-20, aligning with Center Street to the north of I-20, thereby facilitating the possibility of a future I-20 bridge at this location.